INDEX

Adler, Kenneth P., 11
ADLER, KENNETH P., Polling the Attentive
Public, 143-54
Allport, Gordon W., 163
ARE POLLS ACCURATE? Burns W. Roper,
24-34
Aristotle, 14
Atkin, Charles, 11

ATKIN, CHARLES K. and JAMES GAUDINO, The Impact of Polling on the Mass Media, 119-28

Attentive public, 147-54
Attitude, concept of, 17-18, 160-61
see also Opinion

Beal, Richard S., 10
BEAL, RICHARD S. and RONALD B.
HINCKLEY, Presidential Decision Making and Opinion Polls, 72-84
Benchmark surveys, 88-89, 98-99, 101-2

Bentley, Arthur F., 71
Bias, in survey question responses bandwagon effect, 116, 133-36 prestige bias, 29 response bias, 30-31, 159 right-answer bias, 29, 64, 70 yeasay, 33

Bryce, James, 15

see also Opinion, and associated behavior; Polls, and impact on public opinion Bowley, Arthur L., 19-20

Caddell, Patrick, 87, 93-95 Campaign contributions, polls as, 25, 103 Carter, Jimmy, 95-96 public opinion about, 91 Causality, statistical, 23, 117

Center for Political Studies (CPS), surveys by, 50-60 passim Conservatism, 57-58

Conservatism, 57-58

see also Liberal-conservative political dimension

Context, of survey questions, 31, 36, 44, 47, 64 CONTEXT OF PUBLIC OPINION: HOW OUR BELIEF SYSTEMS CAN AFFECT POLL RESULTS, THE, Lester W. Milbrath, 35-49 Converse, Philip, 51

Conway, M. Margaret, 10

CONWAY, M. MARGARET, The Use of Polls in Congressional, State, and Local Elections, 97-105 Correlation, statistical, 22-23 Cotgrove, Stephan, 40 Crespi, Leo P., 166

de Moivre, Abraham, 20 Devine, Donald J., 148, 150 Discrimination, 162-66 see also Minorities; Prejudice; Racial integration Dissonance, cognitive, 132

Double-negative survey questions, 33-34

Education level, and public opinion, 148
Election polls, 25-26, 29, 123-25, 135
Environmentalism, as a social paradigm, 39-41, 44
Expectations game, 89

Feasibility surveys, 98, 103
Federalism, public opinion on, 78
Fleishman, John A., 10
FLEISHMAN, JOHN A., see ROBINSON,
JOHN P., coauthor
Focus groups, 90-91, 100
Foreign opinion polls, 83-84
France
municipal elections (1983) in, 137
public opinion in, 148-53 passim

Gaudino, James, 11
GAUDINO, JAMES, see ATKIN, CHARLES
K., coauthor
GENEALOGY OF PUBLIC OPINION POLLING, THE, L. John Martin, 12-23
General Social Survey (GSS), 50-60 passim
Government spending, federal, 56, 60
Great Britain
national election (June 1983) in, 136, 138
public opinion in, 148-53 passim

Gallup surveys, 50-60 passim

Hill, Robert B., 11
HILL, ROBERT B., The Polls and Ethnic Minorities, 155-56
Hinckley, Ronald H., 10
HINCKLEY, RONALD H., see BEAL,
RICHARD S., coauthor
Hobbes, Thomas, 17-18

Ideological identification, 52-54, 53 (Figure 1), 58 (Table 1)

INDEX

Adler, Kenneth P., 11
ADLER, KENNETH P., Polling the Attentive
Public, 143-54
Allport, Gordon W., 163
ARE POLLS ACCURATE? Burns W. Roper,
24-34
Aristotle, 14
Atkin, Charles, 11

ATKIN, CHARLES K. and JAMES GAUDINO, The Impact of Polling on the Mass Media, 119-28

Attentive public, 147-54
Attitude, concept of, 17-18, 160-61
see also Opinion

Beal, Richard S., 10
BEAL, RICHARD S. and RONALD B.
HINCKLEY, Presidential Decision Making and Opinion Polls, 72-84
Benchmark surveys, 88-89, 98-99, 101-2

Bentley, Arthur F., 71
Bias, in survey question responses bandwagon effect, 116, 133-36 prestige bias, 29 response bias, 30-31, 159 right-answer bias, 29, 64, 70 yeasay, 33

Bryce, James, 15

see also Opinion, and associated behavior; Polls, and impact on public opinion Bowley, Arthur L., 19-20

Caddell, Patrick, 87, 93-95 Campaign contributions, polls as, 25, 103 Carter, Jimmy, 95-96 public opinion about, 91 Causality, statistical, 23, 117

Center for Political Studies (CPS), surveys by, 50-60 passim Conservatism, 57-58

Conservatism, 57-58

see also Liberal-conservative political dimension

Context, of survey questions, 31, 36, 44, 47, 64 CONTEXT OF PUBLIC OPINION: HOW OUR BELIEF SYSTEMS CAN AFFECT POLL RESULTS, THE, Lester W. Milbrath, 35-49 Converse, Philip, 51

Conway, M. Margaret, 10

CONWAY, M. MARGARET, The Use of Polls in Congressional, State, and Local Elections, 97-105 Correlation, statistical, 22-23 Cotgrove, Stephan, 40 Crespi, Leo P., 166

de Moivre, Abraham, 20 Devine, Donald J., 148, 150 Discrimination, 162-66 see also Minorities; Prejudice; Racial integration Dissonance, cognitive, 132

Double-negative survey questions, 33-34

Education level, and public opinion, 148
Election polls, 25-26, 29, 123-25, 135
Environmentalism, as a social paradigm, 39-41, 44
Expectations game, 89

Feasibility surveys, 98, 103
Federalism, public opinion on, 78
Fleishman, John A., 10
FLEISHMAN, JOHN A., see ROBINSON,
JOHN P., coauthor
Focus groups, 90-91, 100
Foreign opinion polls, 83-84
France
municipal elections (1983) in, 137
public opinion in, 148-53 passim

Gaudino, James, 11
GAUDINO, JAMES, see ATKIN, CHARLES
K., coauthor
GENEALOGY OF PUBLIC OPINION POLLING, THE, L. John Martin, 12-23
General Social Survey (GSS), 50-60 passim
Government spending, federal, 56, 60
Great Britain
national election (June 1983) in, 136, 138
public opinion in, 148-53 passim

Gallup surveys, 50-60 passim

Hill, Robert B., 11
HILL, ROBERT B., The Polls and Ethnic Minorities, 155-56
Hinckley, Ronald H., 10
HINCKLEY, RONALD H., see BEAL,
RICHARD S., coauthor
Hobbes, Thomas, 17-18

Ideological identification, 52-54, 53 (Figure 1), 58 (Table 1)

IDEOLOGICAL TRENDS IN AMERICAN PUBLIC OPINION, John P. Robinson and John A. Fleishman, 50-60

IMPACT OF POLLING ON THE MASS MEDIA, THE, Charles K. Atkin and James Gaudino, 119-28

IMPACT OF POLLS ON PUBLIC OPINION, THE, Kurt Lang and Gladys Engel Lang, 129-42

Industrialization, as a social paradigm, 37-39

Ismach, Arnold H., 10-11

ISMACH, ARNOLD H., Polling as a News-Gathering Tool, 106-18

Italy, public opinion in, 148-53 passim

Kuhn, Thomas, 37

Ladd, Everett, 126 Lang, Gladys Engel, 11

LANG, GLADYS ENGEL, see LANG, KURT, coauthor

Lang, Kurt, 11

LANG, KURT and GLADYS ENGEL LANG, The Impact of Polls on Public Opinion, 129-42

Lazarsfeld, Paul Felix, 22-23

Levenstein, Adolf, 18

Levitin, Teresa E., 59

Levy, Mark R., 10 LEVY, MARK R., Polling and the Presidential

Election, 85-96 Liberal-conservative political dimension, 42, 50-60 feeling thermometer, 54 n. 6

Liberalism, 57

see also Liberal-conservative political dimension

Life [magazine], 26-27

Likert, Rensis, 19

Lippmann, Walter, 120-21

Locke, John, 14

Lowell, A. Lawrence, 15, 67

Machiavelli, 14 Margolis, Michael, 10

MARGOLIS, MICHAEL, Public Opinion, Polling, and Political Behavior, 61-71

MARTIN, L. JOHN, Preface, 9-11

MARTIN, L. JOHN, The Genealogy of Public Opinion Polling, 12-23

Mayhew, Henry, 16

McCombs, Mazwell E., 108-9

Merton, Robert K., 162, 165

Meyer, Philip, 108-9

Milbrath, Lester W., 10

MILBRATH, LESTER W., The Context of Public Opinion: How Our Belief Systems Can Affect Poll Results, 35-49 Miller, Warren, 59

Miller, Warren E., 59

Minnesota Poll, 114

Minorities, ethnic, and opinion polls, 155-66 see also Discrimination; Opinion; Prejudice Myrdal, Gunnar, 160

News coverage, and opinion polls, 123-24

News media as government critic, 125-26

implementation of polls by, 111

Noelle-Neumann, Elisabeth, 139

Opinion

and associated behavior, 64-65, 67-71, 131, 161-62

formation of, 131-32, 145

see also Bias in survey question responses; Discrimination

Oversampling, 157, 159

Panel surveys, 99

Plato, 14

Pluralistic ignorance, 141

Political party, identification with, 58 (and Table 1), 59 n. 15, 60

POLLING AND THE PRESIDENTIAL ELEC-TION, Mark R. Levy, 85-96

POLLING AS A NEWS-GATHERING TOOL, Arnold H. Ismach, 106-18

POLLING THE ATTENTIVE PUBLIC, Kenneth P. Adler, 143-54

Polls, 77-78

accuracy of, 29, 127

of black Americans, 158

expense of, 103-4, 122

by the government, 76-77, 82-83 impact of on public opinion, 129-42

as news, 122-23, 127

and the news media, 75-76, 112-16, 119-28

postelection, 100

training to conduct, 101-2, 104-5, 110-11, 115, 127-28

see also Precision journalism; Surveys

POLLS AND ETHNIC MINORITIES, THE, Robert B. Hill, 155-66

Pollsters, presidential, 87-88, 91-95

Precision journalism, 106-18, 126-27

see also Polls, and the news media

Prejudice, 165-66

see also Opinion

PRESIDENTIAL DECISION MAKING AND OPINION POLLS, Richard S. Beal and Ronald H. Hinckley, 72-84

Probability sampling, 20-21, 64

Public opinion
predictors of, 55
as a presidential tool, 72-84, 141
and public policy, 63-67, 70, 73-77, 143-54
PUBLIC OPINION, POLLING, AND POLITICAL BEHAVIOR, Michael Margolis, 61-71

Qualitative audience measurement, 91 Question wording, 31-34, 52-53, 64, 104, 127, 144-45 Questionnaires history of, 17-19

Reagan administration and the gender gap, 79-81 public opinion on, 56, 72-84 tax and budget programs of, 81-82 Reagan, Ronald, 60 public opinion on, 76, 91

Response rate, 64 Robinson, John P., 10

length of, 30

ROBINSON, JOHN P. and JOHN A. FLEISH-MAN, Ideological Trends in American Public Opinion, 50-60 Roper surveys, 24-34, 50-60 passim, 134

Roper, Burns W., 9 ROPER, BURNS W., Are Polls Accurate? 24-34 Rousseau, Jean-Jacques, 14

Sampling error, 29-30 Sampling for social surveys, 19-22, 104, 127 breakdown of sample, 145-47, 157 quota sampling, 21 sample size, 21, 117, 158-59
see also Oversampling
Shanks, Merrill, 59
Sinclair, Sir John, 17
Spiral-of-silence theory, 139-40
Strategic Arms Limitation Treaty (SALT II),
public attitudes toward, 28, 32
Suarez, Francisco, 14
Survey research firms, 104
Surveys
as a campaign tool, 85-96, 100-103
history of, 15-17
prevalence of among politicians, 105
see also Polls

Thurstone, Louis L., 18 Tracking polls, 90, 99-100

USE OF POLLS IN CONGRESSIONAL, STATE, AND LOCAL ELECTIONS, THE, M. Margaret Conway, 97-105

Voting behavior, 58 (Table 1), 59, 65, 67, 136-37 effect of polls on, 132-33, 136-68

Watergate
opinion surveys on, 32-33, 140-41
and public opinion, 140
Weissberg, Robert, 69-70
West Germany
elections (1983), 136-37
public opinion in, 148-53 passim
Whittlesey, Faith, 80-81
Wilkins, Shirley, 32
Wirthin, Richard, 90

